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**President's
Message
by John Horner**
First Interstate Bank

I know you have heard the term "Monday Morning Quarterback", right? Basically it is making all the right calls, the ones the coaches should have made, after the game has been played and the score is in the books. We all do it, in most situations it is pretty fun and can even be helpful when discussed in a safe atmosphere. In others situations, though, it is divisive and destructive. Missoula, and in particular, the University of Montana, has experienced a lot of difficult situations lately and there have been a lot of people, groups, and organizations playing Monday Morning Quarterback.

I am not going to argue the points of what happened, when, by whom, and how it was done—quite frankly, it is not my place. I will say that I am honestly tired of it. People need to make decisions based on the information they have at the time, and sometimes they make great decisions and sometimes they make poor decisions—we have all done it and we will all do it again. I want to focus on something more. I want to focus on moving Missoula forward. I want to focus on what we do well and how we can do it better. Missoula is a great place to live, a great place to go to school, and a great place to develop and grow your business. This message is being lost.

Missoula has several organizations working hard at business and economic development—the sort of work that brings people and busi-

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Missoula Marathon

When we talk about the Missoula Marathon these days, we aren't talking about just one race; it is a weekend of events! Our goal has always been to have an event anybody can participate in. We feel with the schedule of events we have put together, we are close to accomplishing that goal of making it an event for all of Missoula.

With just a few days to go before the big weekend, we are expecting record participation from not only Missoula, but around the world. We know the road closures can be an inconvenience to some locals and businesses, but we hope the financial impact on the community will outweigh any issues that come up. When we set out to put on the best marathon in country, we wanted to make sure the financial impact on the city was great. Please let us know if there are things we can do to help you capitalize on what we hope will be a great weekend for all of Missoula. One thing we hear from past participants is how much they appreciate the support of the Missoula community... that makes our event into what is, so thank you! We will be "running" around town this next week handing out posters to welcome runners to our great city, please let me know if you don't get hit up and would like one.

For a schedule of events, visit missoulamarathon.org.

Anders Brooker

Run Wild Missoula - Runner's Edge



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 nesses to Missoula to check it out and to see if it truly is a jewel in the Rockies. We need to be sure we are communicating a message that is positive, strong, and unified. Are there issues and do we need some "medical" attention? Absolutely. However, I don't think negative articles in the Wall Street Journal are really accomplishing anything positive. Why don't we feed the fire of positive growth, strong opportunity, a healthy and educated work force instead of the fire of cynicism and criticism?

I have said it before, I love Missoula. I was born here, I was raised here, and it is a part of me. It breaks my heart to see and hear people bundle it up and throw it away. Missoula deserves better—Missoula is better. So I challenge each and every one of you—for every bad statement you have about Missoula, sandwich it between two good statements about Missoula. I think you will begin to see what I see—Missoula and what it has to offer is far greater than the mistakes it makes.

Welcome New Members

Body Basics

837 S. Higgins
 (406) 728-7815

Family Inn

1031 E. Broadway
 (406) 543-7371

Garden City Recycling

535 Myrtle Unit C
 (406) 493-1528

Mary Ellen Campbell

(406) 544-9558

Northwestern Mutual Financial Network

1724 Fairview Ave. Ste. A
 (406) 721-2400

The Women's Club

2105 Bow Street
 (406) 728-4410

Zootown Arts Community Center

235 N 1st Street W.
 (406) 549-7555

Celtic Festival Missoula

Don't miss this year's Celtic Festival Missoula in Caras Park on Saturday, July 28. Returning for its third year, this year's festival will feature a fantastic collection of Celtic music, dance, food and vendors. The festival begins at 10am with "Celtic Road Bowling," an ancient sport with teams of two tossing a 28 ounce metal ball down a country road, with the winner covering the measured distance (about a mile) in the fewest number of strokes.

The main festival begins at noon with the Opening Ceremony, the Celtic Dragon Pipe Band and the Shining Thistle Pipe Band in Caras Park. The full schedule of performers features both international and local talent to entertain young and old alike. There will be plenty of food and beverage vendors and of course, Highlander Beer on draft.

The festival features performers from Ireland "The Screaming Orphans," beginning at 6:15pm. From County Donegal, these four sisters grew up in the Irish folk tradition, but are now performing some hard driving Celtic Rock. The finale features the return of classic Celtic Rockers, "The Young Dubliners," starting at 8:30pm. This year, the Young Dubliners will be joined by Eric Rigler, famed player of the Uilleann pipes who has played on numerous movie soundtracks, including Braveheart, The Titanic and Million Dollar Baby. The festival is free to the public, with proceeds going to charity.

Celtic Festival Missoula is seeking vendors, please contact celtic-festivalmissoula@gmail.com www.celticfestivalmissoula.com



Carousel Coupon Program

Take your customers for a ride ~ it's a good thing! Customers love good service, good value and great freebees! You've already got attentive employees and valuable products or service. Now it's time to let A Carousel for Missoula help you with some great freebees.

For as little as 25¢ per ride, based on quantity ordered, you can take your customer for a ride on A Carousel for Missoula. Ride prices are typically 75¢ for children and seniors, or \$2.25 for adults, so this is a great bargain for you as well as a great freebee for the customer.

Coupons will be printed with your logo, so the customer remembers who is taking them for a ride. A message from your business can be printed on the back of the coupon, for added impact. If the customer passes the ride on to someone else, you will reach even more customers or potential customers with a positive message about your business. Best of all, your order will help A Carousel for Missoula, one of Missoula's favorite attractions, continue to go in circles year round.

For your chance to be a hero to your customers and to a local not-for-profit benefitting the entire community, visit www.carrousel.com or call Theresa Cox at 549-8382 for a copy of the coupon order form. Thanks from all the ponies (and Scaffi, the dragon)!

Downtown Spotlight

Zootown Surfers

www.zootownsurfers.com

546-0370

If you've ever watched with envy the kayakers enjoying the thrill of Brennan's Wave, you should consider calling Zoo Town Surfers. Zoo Town Surfers began in 2004 as a youth kayak training business but has since evolved into a comprehensive paddle business providing kayaking, guided rafting trip and stand-up paddle boarding.

The kayak instructors at Zoo Town Surfers are all expert with certifications from American Canoe Association, Wilderness First Responders, and Swiftwater Rescue Technicians. They live and breathe the sport and have developed their skills on rivers throughout the country and the world. In fact, Zoo Town Surfers offers training to kayakers who would like to become instructors themselves. Of course they understand that not everyone wants to become experts and people have different learning styles. Their programs can be customized with private lessons for an individual or small group. Private lessons are usually 6-8 hours and no experience is required. One of Zoo Town Surfers most popular offerings is one hour lessons in Missoula.

Although originally focused on kayak training, roughly 50% of their business is dedicated to guided raft trips. Their headquarters are located off the new Crystal Springs Exit on I-90 west of Missoula with the Alberton Gorge, one of the county's premier whitewater rafting areas, sitting right out their back door. They can create special memories for family reunions, weddings, company outings, or just friends who want a unique experience. They also offer float trips down the Blackfoot River with a totally different scenic and rafting experience. Blackfoot River trips originate out of Missoula and can be half day, full day, or even two day overnight trips.

Jason Schredder, the owner of Zoo Town Surfers, is passionate about his business and spends over 200 days a year on the water. He

cont. next column

is very active with organizations that have brought national kayaking events to downtown Missoula, including the National Whitewater Championships in 2010 and Best in the West just last month. Zoo Town Surfers have expert guides, top-of-the-line equipment, area knowledge, and the experience to make any paddle sport wish a reality. The best way to get started is to call 406-546-0370 or visit the website at zootownsurfers.com.

*by Harry Watkins
Zip Beverage*



Adventure Cycling

Adventure Cycling Celebrates New Addition with July 6 Street Party

The Adventure Cycling Association (ACA) has spent the last two years planning and designing a new addition to their current building at 150 East Pine Street. The new wing on the historical church will house up to 15 more employees in the coming years and help the organization offer the best bike-travel services it can from its national headquarters in Downtown Missoula.

ACA will celebrate the completion of its expansion with a grand street party outside its front doors on Friday, July 6 from 4-8 pm. This First Friday event will offer live music by Gravely Mountain Boys and Matt Tipton's New Brass Band, plus, free ice cream, food and beverages from local businesses, raffle prizes and tours of the new headquarters. The Missoula Art Museum will exhibit some wonderful Montana art, and the Trail 103.3 FM will broadcast live from the building.

Adventure Cycling was established as Bikecentennial in 1973 and has grown to almost 45,000 members nationwide. The organization's mission is to inspire people of all ages to travel by bicycle. Executive Director Jim Sayer invites all MDA members to join in the celebration on Friday, July 6 on East Pine Street.

Rock the Hood: Northside/Westside Block Party

Come celebrate the North and Westside and discover the treasures on this side of the tracks July 14, 12-9pm N. 1st St. W (between ZACC and the Northside Kettlehouse). Mark your calendars and come on up for a free all-day event featuring music from seven bands: Butter, Total Combined Weight, Skin Flowers, Shotgun The Avalanche, Abe Coley, Spirit Hole, and Comatose Smile. The fun doesn't stop there. We'll have something for everyone: a vintage photo booth, live painting by Luke Smith, many craft vendors, a HUGE Kid Zone with a bouncy house, sidewalk chalk, face-painting, flower pot painting with MUD, t-shirt silkscreening and pottery glazing with The ZACC, a bubble machine dance party, and more!

Last but not least, we will be hosting a Garden City Ladies Arm Wrestling Competition in the evening. If you haven't seen these ladies in action yet, it's high time you do! Food by Burns Street Bistro and Clove Cart Pizza Peddlers, and beer from many of your local favorites. Information booths to find out about all of the awesome resources on The North and Westside.

MDA Committee Meetings

Caras Park Improvements

Thursdays 10-11am
MDA Office

Marketing

TBA
10-11 am MDA Office

Membership/Membership BBQ

Tuesday, July 3
4-5pm MDA Office

River City Roots Fest

Wednesdays, 4-5pm
MDA Office



Join us for the MDA's

27th Annual
Membership
BBQ

Tuesday, July 10
5:30 - 8:30 pm

Caras Park

Downtown Missoula

The party of the year is here. This year we have live honky-tonk music by Bob Wire. There will be pulled pork, burgers, dogs, salads, desserts, beer, wine and so much more. Don't forget the amazing raffle prizes! Make this your summer staff party and purchase a table of 8 for only \$150.



MDA BBQ

\$12 Adults \$6 Kids

Kids under 4 are free

Please make your
reservations today!

Member Shout-Outs

Higgins Street Closure

On the evening of Monday, July 16, Higgins will be closed between Broadway and Main starting at 7pm and will open again at 7am on Tuesday, July 17. The City of Missoula Wastewater Department will be doing a sewer main repair during this time. Please direct questions to Pat Brook with the City of Missoula, 552-6610.

City Offers Bike Racks

Thanks to federal funds, the Missoula Bicycle Pedestrian Program is again offering the opportunity to partner on the purchase and installation of bike racks, identical to the hundreds already installed on downtown sidewalks. Manufactured locally, the bike racks are available on a cost share basis with the local business and will be installed in late summer/early fall. Last year the total cost of each rack was around \$120 each. Those who want racks must have a concrete surface on which to install the rack. Please call the Missoula Bicycle Pedestrian Program at 552-6352 to learn more or to order a rack or learn more about the program.

Downtown Gift Card Sales are Up!

The Downtown Gift Card Program has averaged 8.7% growth in sales each year since inception and 2012 sales are growing at precisely that rate. The MDA has sold \$55,388.00 in gift cards so far this year and that represents an 8.68% increase in sales from the same date last year. At this growth rate, gift card sales will reach an unprecedented \$177,300.00 in 2012. Thank you to all of our members whom accept gift cards and keep these dollars local. •